

## CLAIMS

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1 *Dot 2/17* 1. A computer assisted on-line negotiation method in which an on-line  
2 e-commerce site can negotiate with a customer based on his or her dynamic  
3 profile comprising the steps of:  
4       generating off-line static customer profiles based on past history that  
5 the site has about various customers, including multiple value attributes;  
6       assigning a static customer profile to a new customer visiting the on-  
7 line e-commerce site, the initial assignment to a profile being based on  
8 whatever information is available about the customer at the time of  
9 assignment;  
10       negotiating by the on-line e-commerce site with the customer based on  
11 the customer's dynamically changing profile; and  
12       changing the customer's dynamically changing profile during  
13 negotiations based on the customer's observed behavior.
- 1 *Dot 2/17* 2. The computer assisted on-line negotiation method recited in claim 1, further  
2 comprising the step of updating past history information based on the  
3 negotiations with the customer.
- 1 3. The computer assisted on-line negotiation method recited in claim 2,  
2 wherein the attributes included in the past history information include non-  
3 quantitative information.

1 4. The computer assisted on-line negotiation method recited in claim 3,  
2 wherein the non-quantitative information includes season and time of day.

1 *Jul 27* 5. The computer assisted on-line negotiation method recited in claim 1, further  
2 comprising the steps of:

3 capturing by the on-line e-commerce site the customer's "click-through  
4 stream" and other direct interaction with the on-line e-commerce site; and  
5 analyzing the interaction with the on-line e-commerce site to update  
6 the customer's dynamic profile.

1 6. The computer assisted on-line negotiation method recited in claim 5,  
2 wherein the other direct interaction includes the customer's voice and physical  
3 actions.

1 7. The computer assisted on-line negotiation method recited in claim 1, further  
2 comprising the steps of:

3 capturing by the customer the on-line e-commerce site's actions; and  
4 formulating by the customer a profile of the on-line e-commerce site.

1 *Jul 12* 8. The computer assisted on-line negotiation method recited in claim 7, further  
2 comprising the steps of:

3 storing by the customer a formulated profile of the on-line e-commerce  
4 site in a database of on-line e-commerce site profiles; and  
5 accessing the on-line e-commerce site from the database by the  
6 customer to begin negotiations with the on-line e-commerce site.

1 *Jul 17* 9. The computer assisted on-line negotiation method recited in claim 8, further  
2 comprising the step of dynamically modifying by the customer the on-line

3 e-commerce site's profile during negotiations with the on-line e-commerce  
 4 site based on actions by the on-line e-commerce site.

1 *sub a3* 10. The computer assisted on-line negotiation method recited in claim 9,  
 2 wherein actions by the on-line e-commerce site on which the site's profile is  
 3 dynamically modified include prices of items offered for sale, packaged deals  
 4 ~~and bonuses~~

*add  
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